

9 Keys to Health Communication Campaign Success

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NTSB – Reaching Zero
Education and Communication
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KEY 1: Set Your Goal

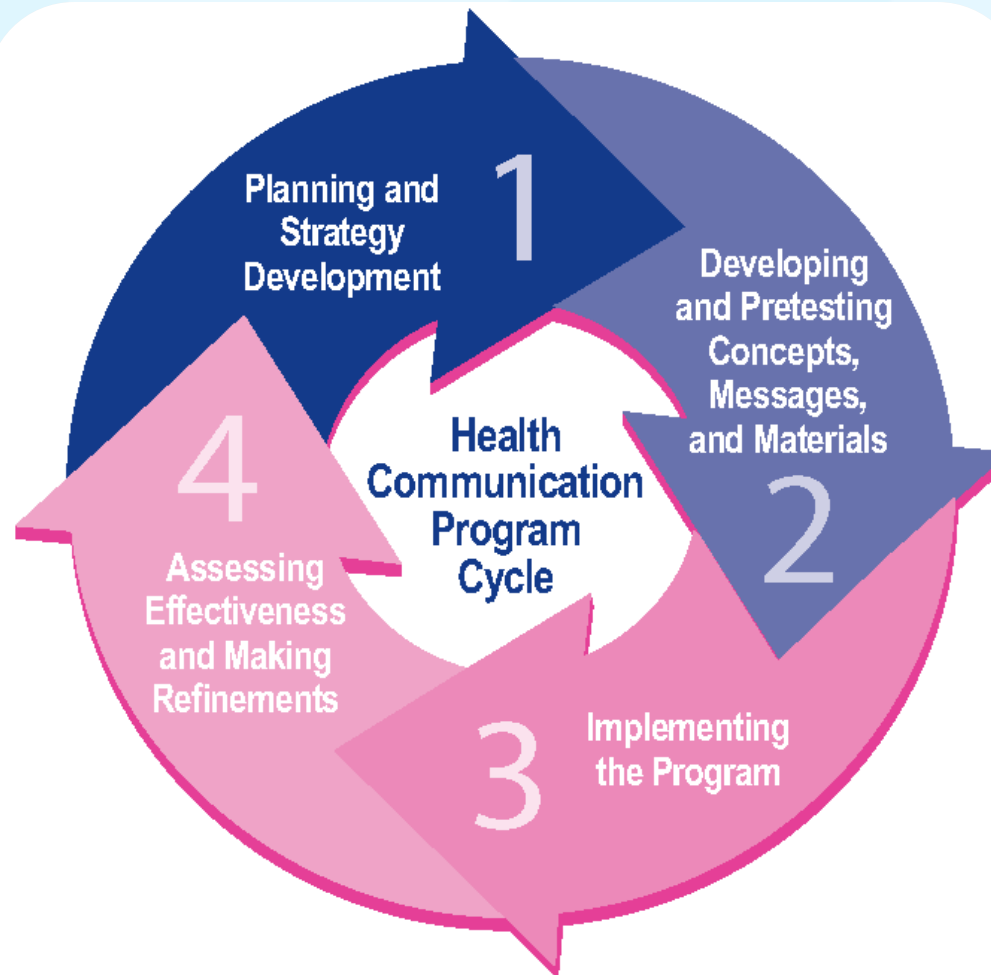


□ Health communication campaigns are used to:

- Increase knowledge and awareness
- Influence perceptions, beliefs, & attitudes
- Show the benefit of behavior change
- Refute myths and misconceptions
- Demonstrate a healthy skill
- Start or stop a behavior
- Identify the consequences of action
- Change social norm



KEY 2: Work the Process



SOURCE: DHHS – NIH - National Cancer Institute – Making Health Communications Programs Work - 2008

KEY 3: Select the Right Type of Appeal



Positive Emotional Appeal



Fear Appeal

VISIT WWW.CDC.GOV/PARENTSARETHEKEY TO GET GOING.



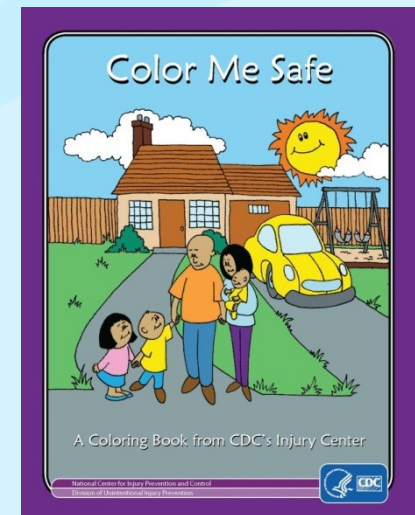
Facts Based Appeal

KEY 4: Segment to Intended Audience

- ❑ **RELEVANCE:** Develop messages and materials relevant for intended audience.
- ❑ **CUSTOMIZE:** Allows customization to specific needs, preferences, beliefs, cultural attitudes, and knowledge.
- ❑ **CHANNEL:** Informs channel selections
- ❑ **SUB-DIVIDE:** One campaign can have multiple audiences



Parents



Children

KEY 5: Pretest Your Messages and Materials



BEFORE



AFTER



KEY 6: Use Multiple Channels & Repeat

Social Networking



Podcast and Blog



News Media



Online Ads

KEY 7 & 8: Link Campaign with Other Activities and Set Clear Outcome Metrics



- ❑ Message coupled with high visibility enforcement
- ❑ Significant rise in the number of seat belt citations at day and night
- ❑ Establishment of brand
- ❑ Enables formation of social norm

KEY 9: Ground in Strong Science

- ❑ **The Community Guide recommends mass media campaigns to reduce alcohol-impaired driving under certain conditions:**

- Careful planning
- Theory based
- Good execution
- Adequate audience exposure
- Implementation in settings that have other ongoing alcohol-impaired driving prevention activities





Case Example



- Targeted young men with clear goal
- Modified fear appeal - Stop behavior and consequence of action
- Strong message pretesting
- Multiple channels – radio, TV, online
- Sobriety checkpoints

REACHING ZERO

Actions to Eliminate Substance-Impaired Driving

One Thing

Education & Outreach

**Well planned, theory-based and carefully
executed health communication campaign
combined with stepped up enforcement**





Thank You

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